J. CHARLES GRAY GORDON H. HARRIS RICHARD M. ROBINSON PHILLIP R. FINCH PAMELA O. PRICE JAMES F. PAGE, JR. WILLIAM A. BOYLES THOMAS A. CLOUD BYRD F. MARSHALL, JR. J. MASON WILLIAMS, III LEO P. ROCK, JR. G. ROBERTSON DILG CHARLES W. SELL JACK A. KIRSCHENBAUM RICHARD E. BURKE GUY S. HAGGARD FREDERICK W. LEONHARDT BORRON J. OWEN, JR. MICHAEL K. WILSON JEFFREY D. KEINER PAUL S. GUINN, JR. DAVID L. SCHICK JACK K. MCMULLEN SUSAN T. SPRADLEY MICHAEL E. NEUKAMM DONALD A. NOHRR PHILIP F. NOHRR WILLIAM G. BOLTIN, III R. LEE BENNETT TRACY A. MARSHALL JOHN A. KIRST, JR. WILBUR E. BREWTON

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April 27, 1999



MICHAEL E. WRIGHT WILLIAM A. GRIMM KENT L. HIPP DONALD H. GIBSON ALISON M. YURKO THEODORE L. SHINKLE JOHN M. BRENNAN SCOTT W. SPRADLEY

KIMBERLY NOWORYTA SUNNER BRUCE M. HARRIS R. DEAN CANNON, JR. FRANK A. HAMNER RICHARD A. RODGERS KELLY M. FITZGERALD KELLY BREWTON PLANTE J. SCOTT SIMS CATHERINE M. PECK LORI T. MILVAIN MATTHEW S. SMITH CHRISTINE A. NOWORYTA W. CHRISTOPHER BROWDER MARTHA H. MCINTOSH LISA A. SPECHT GREGORY W. MEIER GREGORY W. GLASS

OF COUNSEL MALCOLM R. KIRSCHENBAUM SYDNEY L. JACKOWITZ LILA INGATE MCHENRY MICHAEL J. CANAN

## VIA HAND DELIVERY

Ms. Blanca S. Bayó, Director Division of Records and Reporting Public Service Commission 2540 Shumard Oak Boulevard Tallahassee, FL 32399-0850

Re: International Marketing & Advertising, Inc. Docket Number: 981937-TI

Dear Ms. Bayó:

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This Firm represents International Marketing & Advertising, Inc. This letter is in response to the Final Order issued April 6, 1999, which purports to cancel International Marketing & Advertising, Inc.'s Certificate Number 5262 for failure to file the Regulatory Assessment Fee Return and the pay the necessary fees which accompany such Return for the year 1997. The Order also purports to assess a fine of \$500.00 for failure to file the Regulatory Assessment Fee Return and pay the accompanying fees for RAR 1997, as well as, assess a fine in the amount of \$500.00 for an  $\beta_{v_{s}}$  is larger alleged violation of Rule 25-24.480(1)(b), Florida Administrative Code.

This letter is to inform the Public Service Commission that International Marketing & Advertising, Inc. wishes to keep its Certificate. Unfortunately, due to an oversight by the company, International Marketing & Advertising, Inc. failed to file the proper Assessment Returns. However, the company has taken steps to take care of this oversight and will file the Assessment Returns and pay the accompanying fees on a timely basis in the future.

Enclosed please find the 1997 Regulatory Assessment Fee Return accompanied by a check in the amount of \$70.00 for the requisite

DOCUMENT NUMBER-DATE

MELBOURNE (407) 727-8100

ORLANDO (407) 843-8880 TALLAHASSEE 07534 JUN 22 8 (850) 222-7717 FPSC-RECORDS/REPORTING Ms. Blanco Bayó April 27, 1999 Page 2

fee, penalty and interest for the 1997 Return. In addition, please find the 1998 Regulatory Assessment Fee and Return accompanied by a check in the amount of \$59.00 for the requisite fee, penalty and interest for the 1998 Return.

Both the 1997 and 1998 Returns contain the current address for the company as well as the individual's title and phone number who is responsible for ensuring that the Regulatory Assessment Fee Returns are filed on a timely basis in the future.

Based on the foregoing, we would request that the Public Service Commission compromise the fines assessed against International Marketing & Advertising, Inc. from \$500.00 per offense to \$100.00 per offense for a total of \$200.00. Your consideration in this matter is greatly appreciated.

ery truly yours Kelly D. Plante

KBP/amc Enclosures IMA\IMA-1002 cc: Mr. Roberto Galoppi Robert Paterno, Esquire

Intere	Florida Public	Service Commission	FOR PSC USE ONLY
ATUS:		SCIVICE COMUNISSION	Check#
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(Name of Company)			
ENO. ACCOUNT CL.	ASSIFICATION	GROSS OPERATING REVENUE	INTRASTATE REVENUE
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STATUS:  Actual Return  Actual Return  T1678 T178 T178 T178 T178 T178 T178 T178 T1		Florida Public Se	rvice Commission	FOR PSC USE ONLY	
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The RNATIONAL WARKETINAL INC.       P.O. BOX       143973       ORAL GABLEL, FL       33         (Name of Company)       (Address)       (Clay/State)       33         (Name of Company)       (Address)       (Clay/State)       33         (Name of Company)       (Address)       (Clay/State)       33         (INTERNOL       ACCOUNT CLASSIFICATION       (Clay/State)       34         1       Longe Distance Services       364/1, 6025, 34/1       36         3       Private Line Services       364/1, 6025, 34/1       37         6       TOTAL Telephone Services       364/1, 605, 74       0.0         7       LISS: Amount Pail Per Services To Local       364/1, 605, 74       0.0         8       ToTAL REVENUES For Regulatory Assessment Pee Calculation       369       369         9       Regulatory Assessment Pee Date (Analyhip' Line 6 by 0.0015)       370       37         10       Prawly for Law Payment       359       359       359         11       Intersectange informating the sandau of the regulatory for assessed the intersectange telecommunication company.       359         CLIRENT COMPANY STATUS         () Pacifities-Based Carries       () Reseller       () Call Aspressar         () MAMI SPRINGS, FL 30169       31	Estimated Return	International Marketing & Advertising, Inc. 250 Catalonia Avenue, Suite 250 Coral Gables, OSIT 33134-6735DATE		\$ 7.50 9 060300 \$ 1.50 1 Postmark Date 4/22/99	
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() Alternate-Operator Service () Rebiller (x) Other: PEEPAID 0817 CAVD Provi NEA BILLING INFORMATION Complete below if billing agent if other than yourself. INTERNATIONAL MARKETING AND ADVERTISING P.O. BOX 143973 CORAL GABLES, FL 33114 PH. (305) 446-1303 Dento THE Florida Public Service Commission	<ol> <li>Private Line Services</li> <li>Lensid Facilities &amp; Circuits</li> <li>Miscellaneous Services</li> <li>TOTAL Telephone Service</li> <li>LESS: Amounts Paid For S Telephone Companies* (At 8. TOTAL REVENUES For )</li> <li>Regulatory Assessment Fee</li> <li>Penahy for Late Payment</li> <li>Interest for Late Payment</li> <li>Interest for Late Payment</li> <li>TOTAL AMOUNT DUE</li> <li>*Each amount paid by an interexchange tel from intrastate revenue for purposes of d AS PROV</li> </ol>	Services To Local Services To Local trach Listing) Regulatory Assessment Fee Calculation s Due (Multiply Line 8 by 0.0015) decommunications company to a telecommunications company to a telecommunications determining the amount of the regulatory of the regulatory of the regulatory	s_ <u>364,605.74</u> mications company providing <i>local ser</i> fee assessed the interexchange telecom A STATUTES, THE MINUMUM AN COMPANY STATUS	rice for use of the local network shall be ded	
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TWO SIGNATURES REQUIRED OVER \$1,000.00 1

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Florida Public Service Commission

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